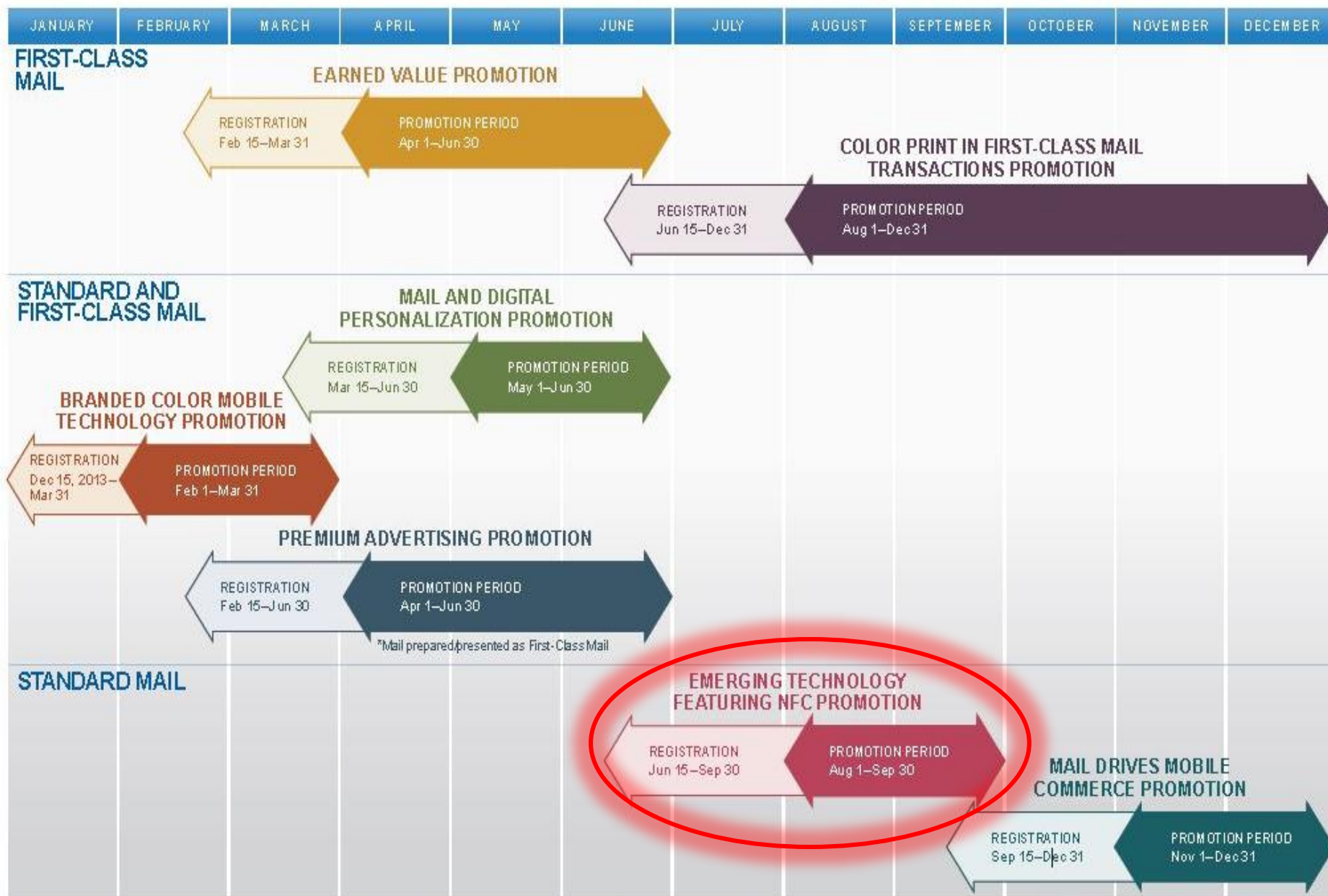# 2014 Emerging Technology Promotion

May 22, 2014

Mailing Services
New Products & Innovation

- **Emerging Technology promotion**
    - Promotion Overview
    - Registration
    - Mailpiece Requirements

- **2014 Promotions**
    - Update
    - Remaining Promotions
    - 2015 Proposed Promotions

- **Questions**

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JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

FIRST-CLASS MAIL

EARNED VALUE PROMOTION

REGISTRATION
Feb 15–Mar 31

PROMOTION PERIOD
Apr 1–Jun 30

COLOR PRINT IN FIRST-CLASS MAIL TRANSACTIONS PROMOTION

REGISTRATION
Jun 15–Dec 31

PROMOTION PERIOD
Aug 1–Dec 31

STANDARD AND FIRST-CLASS MAIL

MAIL AND DIGITAL PERSONALIZATION PROMOTION

REGISTRATION
Mar 15–Jun 30

PROMOTION PERIOD
May 1–Jun 30

BRANDED COLOR MOBILE TECHNOLOGY PROMOTION

REGISTRATION
Dec 15, 2013–Mar 31

PROMOTION PERIOD
Feb 1–Mar 31

PREMIUM ADVERTISING PROMOTION

REGISTRATION
Feb 15–Jun 30

PROMOTION PERIOD
Apr 1–Jun 30

*Mail prepared/presented as First-Class Mail

STANDARD MAIL

EMERGING TECHNOLOGY FEATURING NFC PROMOTION

REGISTRATION
Jun 15–Sep 30

PROMOTION PERIOD
Aug 1–Sep 30

MAIL DRIVES MOBILE COMMERCE PROMOTION

REGISTRATION
Sep 15–Dec 31

PROMOTION PERIOD
Nov 1–Dec 31

U.S. Market 'Mobilizing'

Rapid Adoption

- Half of all cell phones are smart phones
- 1/5 of U.S. (60M consumers) will own tablets by the end of the year*
- Within five years, half of today's smartphone users will be using mobile wallets as their preferred payments method.

Business Growth

- 45% do mobile marketing
- 70% say mobile budgets will increase
- Most popular applications:
  – Mobile websites (70%)
  – Mobile applications (55%)
  – Quick Response (QR) codes (79%)

Sources: eMarketer, 2012; Shop.org/Forrester Research Inc., 2012 ; and StrongMail, April 2012

Emerging Technologies Promotion

Encourage mailers to enhance the value of their mail utilizing Emerging Technologies

Other potential technologies still being considered

- **Registration Period:** June 15 – September 30
- **Promotion Period:** August 1 – September 30
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
    – Standard Mail letters and flats

    – Nonprofit Standard Mail letters and flats

    – IMb full-service mailings for applicable products

Full requirements document has been posted and includes details on "enhanced" augmented reality.

Augmented Reality
What is it?

- A general definition of Augmented Reality (AR) is a live view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data, etc

- The technology leads recipients to engage in an augmented reality experience that is facilitated by a mobile device or computer using a specific augmented reality app to engage in the experience

- The AR experience has characteristics that combines real and virtual experience, it is interactive in real time, and it is rendered in 2D or 3D

6

Enhanced Augmented Reality
What is it?

- "Enhanced" Augmented Realty requirements encourage mailers to leverage the technology to create the more robust and engaging experiences

- An interactive experience more than that of reading content from a pop-up bubble or a static click here button

- Things that can be done with a QR code, generally do not qualify as augmented reality

Enhanced Augmented Reality
What is it?

- The advanced AR elements highlight a high-level of interaction within an AR experience

- Physical objects act in front of or over the mailpiece

- For this promotion you may include some of the basic elements, but must include "enhanced" AR elements to qualify

Enhanced Augmented Reality
What is it?

- ## Video Animation

    - The video screen must appear as part of an AR display

    - The video animation must be displayed on top or as part of the physical mailpiece environment

    - The video animation must have an engagement that is related to the mailpiece contents

    - Can be 2D-3D interactive <u>graphics enhancing the consumer</u> engagement and the interaction of the mobile device

    - Physical (mailpiece) and a digital environment that actively uses the person's perspective as they view the mailpiece through the mobile device

Enhanced Augmented Reality
What it is not? (for the purposes of this promotion)

- Static, pop-up displays

- Non-interactive worded or character displays

- Video in and of itself does not qualify as "enhanced" augmented reality

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Augmented Reality vs "Enhanced" Augmented Reality

Augmented Reality

Augmented Reality vs "Enhanced" Augmented Reality

Enhanced Augmented Reality

Near Field Communication (NFC)
What is it?

- **NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled mobile device**

- **Interaction is initiated by touching the mobile device on the NFC embedded mailpiece or by placing the mobile device within 1-2 inches of the NFC embedded mailpiece**

- **NFC is currently available in most android devices**

Near Field Communication (NFC)
What is it?

Swipe an NFC enabled item

NFC embedded in a business card

Other Technologies
What's out there?

- **Clickable paper**

- **Holograms**

- **3-D Printing**

- **Gesture control**

- **????**

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Registration

- Participants and/or MSPs can register

- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
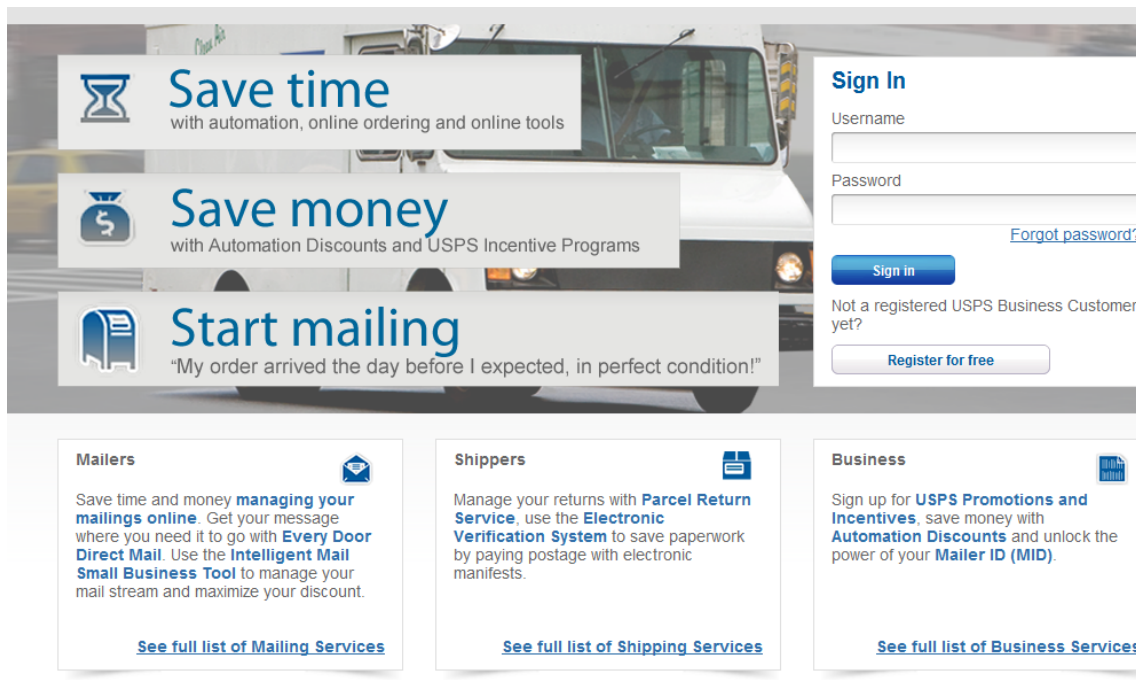
Mailpiece

- Must contain "enhanced" augmented reality, NFC or other advanced mobile technology

- Must lead to a mobile optimized experience

- If using mobile print technology, must include directional copy/app download instructions

Discount

- Promotion discount is calculated in PostalOne!®

  – Must be claimed at the time of mailing

- Register on Business Customer Gateway via the Incentive Program service: *https://gateway.usps.com*

- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
  – Specify which permits and/or CRIDs will be participating in the promotion
  – Agree to complete a survey on the Business Customer Gateway at end (mailers only)

17

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③

Mobile Optimization

④

Directional Copy
(if mobile print technology is used)

Mobile Optimized

Acceptable examples include:

Here are instructions to download our app

Scan NFC here

Logo for the app, NFC or other technology

For further information:
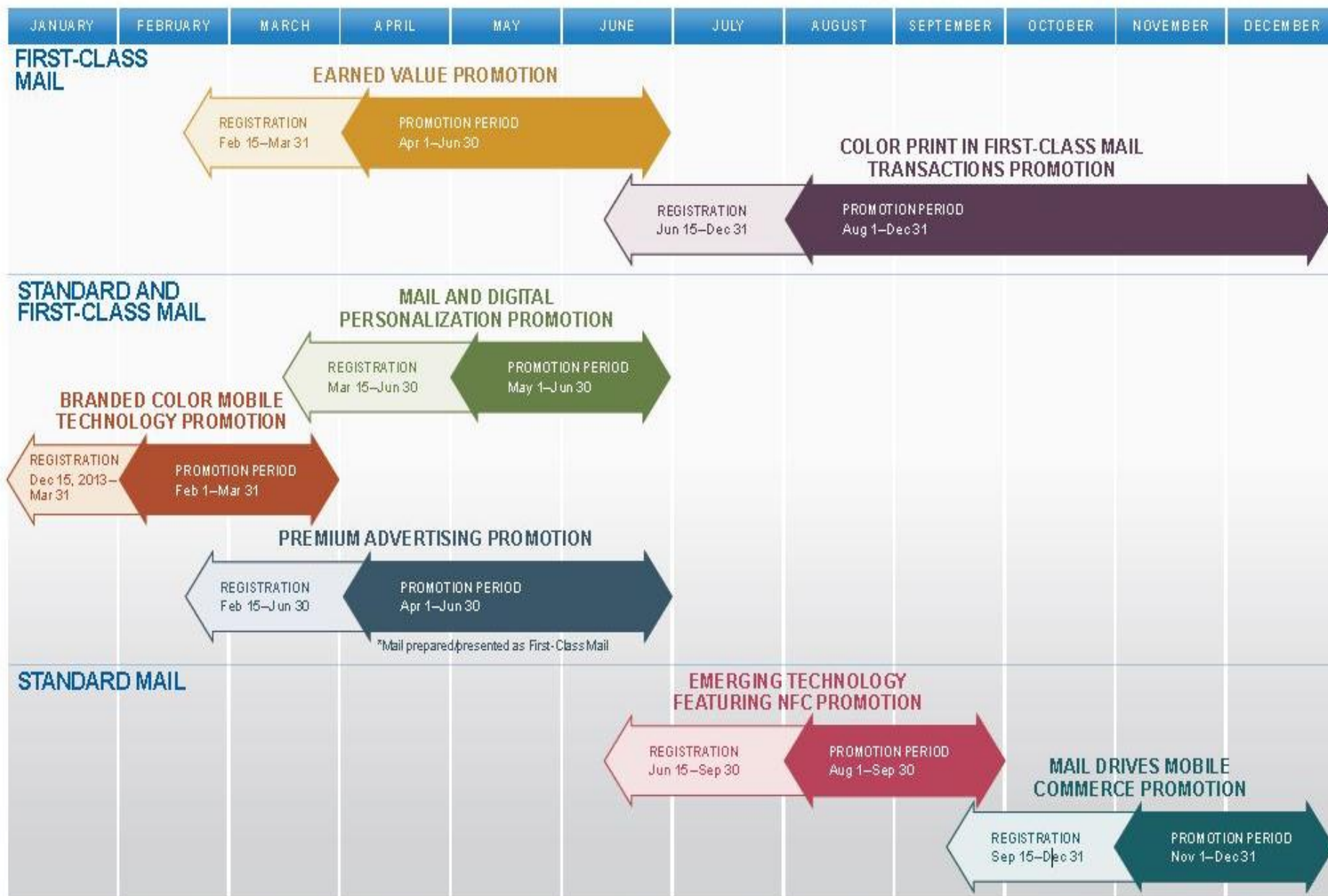
Email: mailingpromotions@usps.gov

Fax: 202-268-0238

Mail: US Postal Service
Attn: Emerging Technology Promotion
Post Office Box 23282
Washington, DC 20026-3282

Web: https://ribbs.usps.gov/mobilebarcode
 https://www.usps.com/business/promotions-and-incentives.htm

The program office encourages mailers to request pre-approval on planned mailpieces.

Requests should be sent to the program office at: mailingpromotions@usps.gov

2014 Promotions

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

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Promotion Results

- ## Branded Color Mobile Technology Promotion

Promotion Period – February 1 – March 31, 2014

- ➢ **Participation:**   **Over 350 Participants**

- ➢ **Discounted Volume:** **Over 2.5 Billion Pieces**

- ➢ **Total Discount:**   **Nearly $12 Million**

- ➢ **Seeking anecdotal information about participants experience with color mobile barcodes**

- ➢ **Survey to be sent in a few weeks**

- ## Earned Value Promotion
  - **574 customers enrolled. Registration ended March 31**
  - **Counting of reply mail pieces started April 1 and will go through June 30**

- ## Premium Advertising Promotion
  - **19 customers enrolled (Registration is still open)**
  - **Promotion Period: April 1 – June 30**
  - **Participants who plan to send commingled mail need to contact the program office: PremiumAdMail@usps.gov**

- ## Color in First-Class Mail Transactions Promotion
  - **Receiving samples for review from mailers**
  - **Registration begins: June 15**
  - **Program Period: August 1 – December 31**

Mail & Digital Personalization Promotion

- Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.

- **Registration: March 15 – June 30**

- **Promotion Period: May 1 – June 30**

- Eligible Mail:
  - ➢ Standard Mail letters and flats
  - ➢ Nonprofit Standard Mail letters and flats
  - ➢ First-Class Mail presort and automation letters, cards and flats

- Discount: 2% per eligible mailpiece.

- Automation portions must be 90% Full-Service compliant

Mail & Digital Personalization Promotion

Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and

- Contents based on, information about the recipient such as:
    - Name   - Buying behavior
    - Age   - Preferences
    - Birthday   - Online behavior

- Must contain PURL/print mobile technology directing recipient to website

Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page

- Destination webpage must provide highly personalized content

- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity

25

Earned Value Reply Mail Promotion

Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.

- **Registration Period:** February 15 – **March 31**
- **Promotion Period:** April 1 – June 30 (Reply pieces counted during this period)
- **Credit**
  - 2 cents credit per eligible, returned CRM or BRM mailpiece.
  - Participants in the 2013 Promotion whose CRM and BRM counts increase in 2014 receive 3 cents per eligible mailpiece
- **Credit Receipt/Redemption**
  - Credit will be applied to the mailer's Permit Imprint account

Questions can be sent to: earnedvalue@usps.gov

Premium Advertising Product Promotion

Promotion offers an upfront discount on First-Class Mail letters composed entirely of marketing or advertising content.

- **Registration Period:** Feb. 15 – June 30

- **Promotion Period:** April 1 – June 30

- **Eligible Mail:** First-Class Mail commercial letters (IMb full-service mailings)

- **Discount:** 15% off eligible FCM postage

- **Eligible Participants:** Customers who mailed $6 million or more in Standard Mail letter postage in FY 2013
  - Eligible Customers contacted by USPS by Dec 20,2013

- **Postage Payment:** Permit Imprint only

- **Requirements** Posted on RIBBS

Questions can be sent to: PremiumAdMail@usps.gov
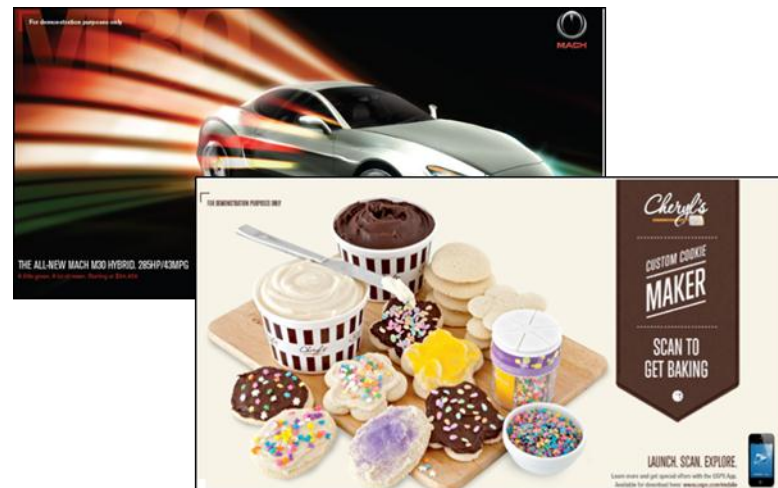
Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements

- **Registration Period:** June 15 – December 31

- **Program Period:** August 1 – December 31

- **Eligible Mail:** First-Class Mail commercial letters (sent in IMb full-service mailings)

- **Discount:** Upfront 2% postage discount

- Mailpiece must have <u>dynamic</u> color printing on the bill or statement

- Color messaging must be marketing or consumer information

  - Color inserts and pre-printed color paper stock, do not qualify

  - Color in transactional fields will not qualify

Questions can be sent to: FCMColorPromotion@usps.gov.

Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed

Mail Drives Mobile Commerce Promotion

Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail to facilitate purchases. Eligible mailpieces must include print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.

- **Registration Period:** September 15 – December 31
- **Promotion Period:** November 1 – December 31
- **Eligible Mail:**
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - IMb full-service mailings for applicable products
- **Discount:** 2% per eligible mailpiece (Mailers who fulfill packages via Priority Mail may qualify for and additional 1% discount)
- **Priority Mail Fulfillment Rebate**
  - Additional 1% Standard Mail postage rebate
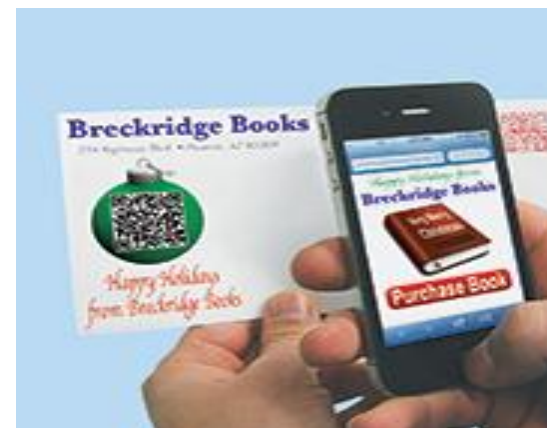
2015 Promotions

Current List of Proposed Promotions Ideas

- **First-Class Fundraising Promotion**

- **First-Class Mail Color/Transpromo Promotion**

- **Alternate Postage Promotion**

- **Holiday Mobile Shopping Promotion**

- **Mail and Mobile Technology Integration**

- **2015 Earned Value Reply Mail**

- **Advanced and Emerging Technologies Promotion**

- **Catalogs Drive Action Promotion**

32

Program Contact Information

For further information:

Email: **mailingpromotions@usps.gov**

Fax: 202-268-0238

Mail: US Postal Service
Attn: Emerging Technology Promotion
Post Office Box 23282
Washington, DC 20026-3282

Web: https://ribbs.usps.gov/mobilebarcode
 https://www.usps.com/business/promotions-and-incentives.htm

The program office encourages mailers to request pre-approval on planned mailpieces.

Requests should be sent to the program office at: mailingpromotions@usps.gov

Questions?